

The way to do this effect is:

1. Paste your picture into Photoshop
2. Unlock the layer of your picture
3. Right click the layer and open blending options
4. In the layer style dialogue box. choose the blending options custom menu
5. In the blend if section move the white arrow left to the point that you like it and the black arrow to the right as well
6. Once you get it to the style you like press ok and you are finished